

Pilgrim's Corporation – SWOT Framework Analysis

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Abstracts

Pilgrim's Corporation is one of the largest chicken producers in the United States, headquartered in Colorado. The company had gone into bankruptcy in December 2009, but has now managed to come out of the difficult financial situation.

Having sales of over \$7 billion in 2009, the company has significant presence in Texas, Georgia, Alabama, Arkansas, North Carolina, Tennessee, Virginia, and many other states in the US. The company is also the largest chicken producer in Puerto Rico.

Aruvians Rsearch analyzes Pilgrim's Corporation in a SWOT Framework Analysis.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade companies to compile lists rather than think about what is really important in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may appear to balance strong threats.

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